82nd Annual

Midsummer Festival

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

Saturday, June 26th, 1976
All Day

SVEADAL
Uvas Canyon, Santa Clara County

Given under the auspices of

Swedish American Patriotic League

SVEADAL

50th Anniversary

Swedish American Patriotic League

SAN FRANCISCO **OAKLAND**

Salutes Sveadal on its 50 years of activities in this the Bicentennial year of USA.

The League wishes one and all a Happy Midsummer

with sincere appreciation to the many committees and friends for their support and efforts to make this festival an outstanding success

FRED ISACKSON
President, San Francisco

BERT ERICSON
President, Oakland

Wishing you a

Happy Midsummer

THE GUSTAFSON FAMILY
LeRoy — Faye — Connie

Sincere Appreciation
to all who helped
Yesteryear and today

GLAD MIDSOMMAR

Fred Isackson
President
Swedish American Patriotic League

Happy Midsummer

from

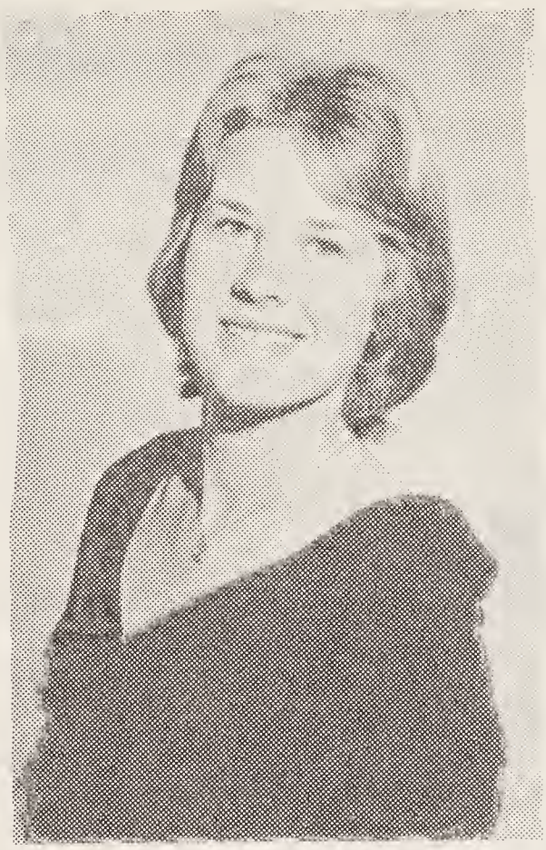
When you travel to Europe fly

SAS
SCANDINAVIAN AIRLINES SYSTEM

via Seattle Los Angeles New York or Chicago

400 Post Street, San Francisco, CA 94102 **(800) 252-0161**

GLAD MIDSOMMAR



CONNIE GUSTAFSON
Midsummer Queen

PAULA BEROZA
Columbia

JEANNE JANSON
Svea

Midsummer Greetings from

TEGNÉR LODGE No. 149, V.O.A.

Meets first Wednesday 8 P.M.

Jenny Lind Hall

2267 Telegraph Avenue, Oakland

JOHN E. PETERSON, *Chairman*
SUZANNE NAHLIN, *Secretary*

The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of twenty local lodges in San Francisco, Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding South Lake Tahoe, Reno and Oroville extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

ERIC JOHNSON
District Master

MARGARET LINN
District Secretary

Glad Midsommar

Vestkusten

Best wishes for a successful
82nd ANNUAL
MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America

The Color Guard here today

is part of

Fylgia's Drill Team

Ann Larson
Chairman

S. William Sjodahl
Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets Second Friday in each month at Swedish-American Hall, 2174 Market St.

ELLEN SANDBERG, *Chairman*
IVAR HOLMGREN, *Secretary*

Wishing you a Happy Midsummer

Best wishes to Sveadal
on its
50th Anniversary

Fred and Diana Isackson

50th Anniversary of Sveadal

In the early 1920:s leading members of the Swedish American Patriotic League of San Francisco felt the need for a retirement and recreation place of their own. A site seeking committee was appointed and after several years of looking around they found a suitable place in the Santa Cruz Mountains, situated in a beautiful canyon — Uva's Canyon.

The place, a farm with 110 acres of land with water and vineyards on it, was bought and promptly named "Sveadal" (the Swedish Valley). The dedication took place on July 29th, 1926, by the then Crown Prince and Crown Princess of Sweden, later King Gustaf VI Adolph and Queen Louise.

The five committee members, who thus became the charter members of Sveadal, were Eric Ström, Alexander Olsson, George Larson (President of the League in 1926) Otto Sjögren and N. A. Hanson. Erik Ström is still with us today to celebrate the 50th Anniversary of the place he helped discover.

Sveadal did not develop as a strict retirement institution. But the recreation part has constantly been developed and improved. Today the Swedish American Patriotic League owns and operates a modern, private resort, open for all members belonging to Swedish organizations inside the League.

Through the vision of early Swedes and the dedicated work by generations of others Swedes and their descendants, Sveadal today stands as a unique heritage to be proud of and to cherish.

We salute Sveadal on its 50 years of achievement.

Please be careful with cigarettes and matches

I sommarens soliga dagar

I sommarens soliga dagar
Vi gå genom skogar och hagar
På färdens besvär ingen klagar
Vi sjunga var vi gå. Hallå, Hallå.

Du som är ung kom med och sjung
Och sitt ej hemma slö och tung.
Vår sångartropp, Han gångar opp
På kullens allra högsta topp..
I sommarens soliga dagar
Vi sjunga var vi gå, Hallå, Hallå.

Bland mognande skördar som gunga
Vi vandra i klunga och sjunga
De gamla som hör oss blir unga
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung, etc.

Enjoy

SVEADAL

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 3, 4 & 5 Tennis Tournament
July 4—Bicentennial Celebration
July 24—50th Anniversary of Sveadal
Sept. 4—5—Firemen's Ball and Labor Day Swim races

PROGRAM

Chairman of the Day - - - - - FRED ISACKSON
President, SAPL, San Francisco

Vice Chairman of the Day - - - - - BERT ERICSON
President, SAPL, Oakland

MAIDS OF HONOR *

Ann Peggy Peterson, Julius Erikson, Karen Bell, Kari Harvey, Jo-Ann Erikson, Karen Ferrari, Carol Z. Talbot, Kerstin Brolin, Lyn Sedlemeyer, Lorrinn Guasch, Joann Shireman, Karen Lynn Berglund, Shirley Stromberg, Renee Hartley. Ruth Johnson, Kerstin Hagman

TRAIN BEARERS

George and Martha Washington portrayed by the
Kjemstrup Twins, Anne and Susanne

CROWN BEARER — Brian Parks

1:00 P.M. ON THE DANCE FLOOR

RAISING OF MAYPOLE
SWEDISH SONGS AND DANCES
Tegner Children's Club
Astri Feist, *Supervisor* — Irene Bryggman, *Director*

Svea Youth Club — Alicia Axelson, *Director*

4:00 P.M. ON THE LAWN

RAISING OF MAYPOLE AND PROCESSION

Musician, Fylgia Color Guard, Tegner Children's Club, Maids of Honor, Svea, Columbia, Crown Bearers, the Midsummer Queen.

FLAG SALUTE TO THE QUEEN

THE SPIRIT OF '76
Portrayed by Harry Talbot, Kurt Talbot, Karin Massey

Star Spangled Banner — Du Gamla Du Fria — *In Unison*

WELCOME AND CROWNING OF THE QUEEN
John E. Peterson, *Past President, SAPL, Oakland*

PRESENTATION OF COLUMBIA
Fred Isackson, *President, SAPL, San Francisco*

PRESENTATION OF SVEA
Tom Bell, *Vice President, SAPL, San Francisco*

SWEDISH SONGS — THE SVEA SINGERS
Zaida Binetti, *Director*

* *Names sent in at press time*

Midsummer Festival

Sponsored by Swedish American Patriotic League

SATURDAY, JUNE 26, 1976

SVEADAL
1926 - 1976

Valkommen

We are pleased to welcome you to celebrate another Midsummer in Sveadal. To our nation's bicentennial celebration we add our pride for the history and tradition that our pioneer immigrants brought with them and have sustained in their adopted land. This year also has special nostalgia for us as we celebrate Sveadal's 50th Anniversary. Highlights of the day are the Maypole for the children to dance around in the early afternoon, Swedish folksongs by the Svea Singers and folkdances by the Ensemble International. The schedule of events for the all-day program is listed on the opposite page. We hope that you have an enjoyable day and ask that you read and take heed of the rules stated on the back cover.

Fred Isackson, President
Swedish American Patriotic League

Glad Midsommar

The Sveadal Board of Governors welcomes you to the 82nd. consecutive midsummer festival, the oldest such festival in the world outside of Sweden. We regret that our message must be one of caution. This area of Uvas Canyon is now a critical Fire Hazard Area. The trees, shrubs and grass are all extremely dry and our water is in short supply. We ask that you bear with us and cooperate with our fire patrols. Please read instructions on back page.

Tom Bell, Chairman
Sveadal Board of Governors

GANGLAT

VI GÅ ÖVER DAGG STÄNKA BERG, FALLERA,
SOM LÅNAT AV SMÅ RÅGDERNA SIN FÄRG, FALLERA,
OCH SORGER HA VI INGA, VÅRA GLADA VISOR KLINGA,
NÄR VI GÅ ÖVER DAGG STÄNKTA BERG, FLLERA.

2. DE VÄLDIGA SKOGARNA SUS, FAL-LE-RA,
GÅ MÄKTIGA SOM ORGELTONERS BRUS, FAL-LE-RA,
OCH LIVETS VARDAGSSTRÅTA, SÅ LÄTT DET ÄR FÖRGÅTA
VID DE VÄLDIGA SKOGARNAS SUS, FAL-LE-RA

3. DE GAMLA, DE KLOCK MÅ LE, FAL-LE-RA,
VI ÄRO EJ FÖRSTÄNDIGA SOM DE, FAL-LE-RA
TY VEM SKULLE SJUNGA OM VÅREN DEN UNGA,
OM VI VORO KLOYKA SOM DE? FAL-LE-RA

4. I MÄNSKOR, FÖRGLÖMMEN ER GRÅT, FAL-LE-RA,
OCH KOMMEN OCH FÖLJEN OSS ÅT ! FAL-LE-RA
SE FJÄRRAN VI GÅNGA ATT SOLSKENET FÅNGA.
JA, KOMMEN OCH FÖLJEN OSS ÅT' FAL-LE-RA

5. SÅ GLADELIGT HAND UTI HAND, FAL-LE-RA
NU GÅ VI TILL FÅGE FENIX LAND, FAL-LE-RA,
TILL DET SAGOLAND, SOM SKINER AV SMARAGDER OCH RUBINER,
NU GÅ VI TIL FÅGEL FENIX LAND, FAL-LE-RA

I SOMMARENS SOLIGA DAGAR

I SOMMARENS SOLIGA DAGAR
VI GÅ GENOM SKOGAR OCH HAGAR,
PÅ FÄRDENS BESVÄR INGEN KLAGER,
VI SJUNGA VAR VI GÅ, HALLA, HALLA!

REFRÄIN: DU DOM ÄR UNG, KOM MED OCH SJUNG
OCH SITT EJ HEMMA SLÖ OCH TUNG
VÅR SÅNGARTROPP, HAN GÅNGER OPP
PÅ KULLENS ALLRA HÖGSTA TOPP,
VI SJUNGA VAR VI GÅR, HALLA, HALLA.

2. NÄR VÅRLIGA VINDARNA SUSA
NÄR NATT LIKSOM DAG ÄRO LJUSA,
JA, DO SKOLA SÅNGERNA BRUSA,
VI SJUNGA VÅR VI GÅR, HALLA, HALLA.

THE STAR SPANGLED BANNER

OH SAY! CAN YOU SEE, BY THE DAWN'S EARLY LIGHT,
WHAT SO PROUDLY WE HAILED AT THE TWILIGHT'S LAST GLEAMING?
WHOSE BROAD STRIPES AND BRIGHT STARS THRU THE PERILOUS FIGHT
O'ER THE RAMPARTS WE WATCH'D WERE SO GALLANTLY STREAMING?
AND THE ROCKETS' RED GLARE, THE BOMBS BURSTING IN AIR,
GAVE PROOF THRU' THE NIGHT THAT OUR FLAG WAS STILL THERE.
OH, SAY, DOES THAT STAR-SPANGLED BANNER YET WAVE
O'ER THE LAND OF THE FREE AND THE HOME OF THE BRAVE.

DU GAMLA, DU FRIA

DU GAMLA, DU FRIA, DU FJÄLLHÖGA NORD,
DU TYSTA, DU GLÄDJE-RIKA SKÖNA!
JAG HÄLSAR DIG, VÄNASTE LAND UPPÅ JORD,
DIN SOL, DIN HIMMEL, DINA ÄNGDER GRÖNA,
DIN SOL, DIN HIMMEL, DINA ÄNGDER GRÖNA.

DU TRONAR PÅ MINNEN FRÅN FORNSTORA DAR,
DÅ ARAT DITT NAMM FLÖG ÖVER JORDEN.
JAG VET, ATT DU ÄR OCH DU BLIR VAD DU VAR,
JA, JAG VILL LEVA, JAG VILL DÖ I NORDEN,
JA, JAG VILL LEVA, JAG VILL DÖ I NORDEN.

MIDSUMMER PROGRAM

Schedule of Events

8:00 - 11:00 AM	Decorating of stage, dance floor and greening of the Maypoles.
11:00 - 12:00 AM	Final decoration of the Maypoles on the lawn.
Noon	Raising the Maypole on the dance floor.
1:00 PM	Swedish singing and dancing by the Vasa Youth Clubs at the dance floor.
Noon - 4:00 PM	Arts and Crafts in Action - demonstration of typical Scandinavian projects.
4:00 - 5:00 PM	Midsummer program on the lawn.
5:00 PM	Queen's Dance.
5:30 - Midnight	Public Dancing.
5:30 - 7:30 PM	Buffet supper at clubhouse.
7:00 and 8:00 PM	Folk dancing by Ensemble International.
7:30 PM	Bus departs for Oakland and San Francisco.

SPECIAL NOTES

Be sure to visit the Boutique where hand crafted items may be purchased. Svea Youth Club is offering, as a fund raising, the famous Swedish Coloring Book. Our extra special surprise is the six foot Dala Horse, courtesy of Peggy and Gunnar Lillquist of Svea Lodge.

Picnic tables are available at the lower grounds, old dance floor and the picnic area adjacent to Croy Road.

CRITICAL FIRE HAZARD AREA

The following rules must be followed by all who are in Sveadal for Midsummer.

1. 1. NO OPEN FIRES

2. NO SMOKING

3. NO BARBECUES

4. NO OVERNITE CAMPING

In case of fire DO NOT try to drive out of Sveadal. Assemble at the pool area for instructions.

"Ensemble International"

GREETINGS FROM SWEDEN

Per Ström, *Consul of Sweden*

PRESENTATION OF THE QUEEN'S COURT

Ramona Talbot *Past President, San Francisco*

SWEDISH SONGS In Unison I Sommarens Soliga Dagar

PROCESSION TO THE DANCE FLOOR

PUBLIC DANCING

Music — Souza and Talbot

7 and 8 P.M. — FOLK DANCES

"Ensemble International" — Ned and Marian Gault, *Directors*

DANCING TO 1:00 A.M.

Music — Robbie Herrold's Band

All Afternoon. Snack bar open below clubhouse. (Closed during program)

Arts and Crafts in Action - demonstrations of typical Scandinavian projects.

After Program (Appr. 5:00 p.m.) Buffet Dinner served in clubhouse

GLAD MIDSOMMAR

to all our friends

Ken Wickholm and Family

STROM & SMITH INC.

LIGHTING FIXTURES

★

1077 VALENCIA STREET 647-8750
SAN FRANCISCO

****

Swedish Relief Society of San Francisco

Meetings held at Noon on first Monday every month at Swedish American Hall. Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON

****

The Woolery

(classes available)

- Handweaving
- Knitting
- Carding & Spinning
- Macrame

ASTRI FEIST

yarn

4252 Piedmont Ave. Oakland,
Ca. 94611 (415) 658-5221

Glad Midsommar

Hugo och Evelyn Olsson

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

RUNE NORBERG, *President*

ALBERT CARLSON, Secretary
534-7622

For membership information contact above officers.

Now is the time to join the East Bay's oldest and most progressive Society. Financially sound.

SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization
Meetings 2nd Thursday at Noon

HAZEL ROBINSON, *President*

ALICE O'CONNELL, *Secretary*

SWEDISH LADIES SOCIETY JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings first Tuesday every month at Jenny Lind Hall

President — MAY RENDLEMAN

Secretary — BERTHA BECHTLE

EN GLAD och TREVLIG MIDSOMMAR
önskar

SWEDISH CLUB
SAN FRANCISCO
AND BAY AREA

★★★★★★★★★★★★★★★★★★★★★★

MIDSUMMER GREETINGS

Young Scandinavians Club

2174 Market Street, San Francisco

PARTIES — CAMPING TRIPS
SKIING — PICNICS — HIKING

Jens Bruun de Neergaard
President

Ruth Narakas, Secretary

Phone 861-9913

Scandinavian Delicatessen

Sandwiches Hot Food
Imported Foods
Tuborgs on tap — Catering

2251 Market Street
San Francisco, Calif. 94114

Ernst Meyer, Prop.

Midsummer Greetings

from

THE SWEDISH SOCIETY
OF SAN FRANCISCO

A Century of Fraternalism in the Bay Area

We own and operate the
Swedish American Hall
2174 Market Street, S.F.
for your pleasure.

*

We have facilities for Meetings
Recreation — Dinners — Socials
Organizations

*

Call us for rentals and reservations

Phone 861-9313

★★★★★★★★★★★★★★★★★★★★★★

AXEL V. JOHNSON

San Mateo Investment Co.

REAL ESTATE AND INSURANCE

4100 El Camino Real

San Mateo

Phone: 349-2121

Midsummer Greetings

from

Eva & Oscar F. Person

Wishing you a

Colorful

MIDSUMMER

ROY ANDERSON PAINT CO.

"With stores serving"

San Francisco — San Rafael

962 Battery Street, (Cor. Green)

San Francisco

Midsummer Greetings

from

Vera and John Nelson

Midsummer Greetings

from

Carl W. Svenson

Erik Mark Kjell

Elwing Studio

and CAMERA SHOP

1516 Laurel Street

San Carlos, Calif 94070

Phones: 591-2500, 593-6043

Metro News Photo Service

International Correspondence

WEDDING

PORTRAIT

COMMERCIAL

AERIAL

PASSPORT

THEATRICAL

ARCHITECTURAL

PUBLICITY

CREATIVE

PICTURE FRAMING

★★★★★★★★★★★★★★★★★★★★★★★

Wishing you

a most happy

Midsummer

George N. Frykberg

★★★★★★★★★★★★★★★★★★★★★★★

JOIN THE REVOLUTION!

All Patriots are invited
to join

Sveadal Club

in celebrating

THE SPIRIT OF '76

August 14th, 1976

Sveadal's Town Square

Declare your independence!

Pursue happiness!

Salute the Stars and Stripes!

Toast the new Republic!

Dance till the dawn's early light!

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

K G W

CONSTRUCTION COMPANY

General Painting and Cement Contractor

BUILDER OF ULTRA-MODERN HOMES
LICENSED — BONDED — INSURED

KEN WICKHOLM
General Contractor
779-9494 or 779-4949

13095 Colony Avenue
P. O. Box 951
MORGAN HILL, CA. 95037

NEW HOMES — REMODELING — PATIOS — PAINTING

GIFTS FROM SCANDINAVIA

The Nordic Touch

106 TOWN & COUNTRY VILLAGE
SUNNYVALE, CALIFORNIA
(408) 735-0892

SOLVEIG DOWNS, Proprietor

Greetings and best wishes for a

Happy Midsummer

from

Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS